

CONTRACT



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

And:

American Rambler Pro
138 Conant St.
Beverly, MA 01915

<u>Contract / Revision</u> 7755 /		<u>Alt Order #</u> 09673343
<u>Product</u> ROMNEY 4 PRESIDENT		
<u>Contract Dates</u> 02/29/12 - 03/06/12		<u>Estimate #</u> 87
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 02/28/12 / 03/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WKRC-TV	<u>Account Executive</u> Millennium Washingto	<u>Sales Office</u> Millennium
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKRC	02/29/12	03/06/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				5	\$350.00			
N 2	WKRC	02/29/12	03/06/12	6a Good Morn Cincinnati	6:30 AM-7:00 AM		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				5	\$350.00			
N 3	WKRC	02/29/12	03/06/12	CBS Morning News	7:00 AM-8:00 AM		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				5	\$150.00			
N 4	WKRC	02/29/12	03/06/12	CBS Morning News	8:00 AM-9:00 AM		:30			NM	10	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				10	\$150.00			
N 5	WKRC	02/29/12	03/06/12	The Price is Right	11:00 AM-12:00 PM		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				5	\$275.00			
N 6	WKRC	02/29/12	03/06/12	Local 12 News at Noon	12:00 PM-12:30 PM		:30			NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				8	\$350.00			
N 7	WKRC	02/29/12	03/06/12	4p Local 12 News at Four	4:00 PM-4:30 PM		:30			NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				6	\$325.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	WKRC	02/29/12-03/06/12	4p Local 12 News at Four	4:00 PM-4:30 PM	MTuWThF----	:30		\$325.00	NM		
	See MG 7.7											
	7	WKRC	03/05/12-03/05/12	4p Local 12 News at Four	4:00 PM-4:30 PM	M-----	:30		\$325.00	NM		
	Ⓜ MG for 7.4 03/02											
N 8	WKRC	02/29/12	03/06/12	4p Local 12 News at Four	4:30 PM-5:00 PM		:30			NM	7	\$2,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/29/12	03/06/12	MTWTF--				7	\$325.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WKRC	02/29/12-03/06/12	4p Local 12 News at Four	4:30 PM-5:00 PM	MTuWThF----	:30		\$325.00	NM		
	See MG 8.8											
	8	WKRC	03/05/12-03/05/12	4p Local 12 News at Four	4:30 PM-5:00 PM	M-----	:30		\$325.00	NM		
	Ⓜ MG for 8.1 03/02											
N 9	WKRC	02/29/12	03/06/12	5p Local 12 News at Five	5:00 PM-5:30 PM		:30			NM	7	\$3,150.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
7755 /	09673343

Contract Dates	Product	Estimate #
02/29/12 - 03/06/12	ROMNEY 4 PRESIDENT	87

Advertiser	Original Date / Revision
Romney/R/President	02/28/12 / 03/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/29/12 03/06/12 MTWTF-- 7 \$450.00												
N 10	WKRC	02/29/12	03/06/12	5p Local 12 News at Five	5:30 PM-6:00 PM		:30			NM	8	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/29/12 03/06/12 MTWTF-- 7 \$500.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	5	WKRC	02/29/12-03/06/12	5p Local 12 News at Five	5:30 PM-6:00 PM	MTuWThF----	:30		\$500.00	NM		
	See MG 10.8, 10.9											
	8	WKRC	03/06/12-03/06/12	M-F 9a-10a		-Tu-----	:30		\$300.00	NM		
	(M) MG for 10.5 03/02											
	9	WKRC	03/06/12-03/06/12	M-F 10a-11a		-Tu-----	:30		\$200.00	NM		
	(M) MG for 10.5 03/02											
N 11	WKRC	02/29/12	03/05/12	6p Local 12 News at Six	6:00 PM-6:30 PM		:30			NM	6	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/29/12 03/06/12 M-WTF-- 6 \$550.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	WKRC	02/29/12-03/06/12	6p Local 12 News at Six	6:00 PM-6:30 PM	M--WThF----	:30		\$550.00	NM		
	See MG 11.8											
	5	WKRC	02/29/12-03/06/12	6p Local 12 News at Six	6:00 PM-6:30 PM	M--WThF----	:30		\$550.00	NM		
	See MG 11.7											
	7	WKRC	03/05/12-03/05/12	6p Local 12 News at Six	6:00 PM-6:30 PM	M-----	:30		\$550.00	NM		
	(M) MG for 11.5 03/02											
	8	WKRC	03/05/12-03/05/12	6p Local 12 News at Six	6:00 PM-6:30 PM	M-----	:30		\$550.00	NM		
	(M) MG for 11.4 03/02											
N 12	WKRC	02/29/12	03/05/12	M-F 7p-730p	7:00 PM-7:30 PM		:30			NM	4	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/29/12 03/06/12 M-WTF-- 4 \$250.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WKRC	02/29/12-03/06/12	M-F 7p-730p	7:00 PM-7:30 PM	M--WThF----	:30		\$250.00	NM		
	See MG 12.5											
	5	WKRC	03/06/12-03/06/12	CBS Morning News	7:00 AM-8:00 AM	-Tu-----	:30		\$250.00	NM		
	(M) MG for 12.1 03/02											
N 13	WKRC	02/29/12	03/05/12	M-F 730p-8p	7:30 PM-8:00 PM		:30			NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/29/12 03/06/12 M-WTF-- 2 \$300.00												
N 14	WKRC	02/29/12	03/05/12	11p M-F Local 12 News 11	11:00 PM-11:35 PM		:30			NM	4	\$4,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/29/12 03/06/12 M-WTF-- 4 \$1,000.00												
D 15	WKRC	03/05/12	03/05/12	Mon Reg 2	9:00 PM-10:00 PM		:30			NM	0	\$0.00
N 16	WKRC	03/05/12	03/05/12	Mon Reg 3	10:00 PM-11:00 PM		:30			NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 03/05/12 03/11/12 M----- 1 \$1,100.00												
N 17	WKRC	03/02/12	03/02/12	Fri Reg 2	9:00 PM-10:00 PM		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 ----F-- 1 \$750.00												
N 18	WKRC	03/02/12	03/02/12	Fri Reg 3	10p-11p		:30			NM	1	\$1,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 ----F-- 1 \$1,400.00												
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WKRC	02/27/12-03/04/12	Fri Reg 3	10p-11p	-----F----	:30		\$1,400.00	NM		
	See MG 18.3											
	3	WKRC	03/04/12-03/04/12	Sun Reg 2		-----Su	:30		\$1,400.00	NM		
	(M) MG for 18.2 03/02											
N 19	WKRC	03/03/12	03/03/12	6a-8a Local 12 News Sat	6:00 AM-7:00 AM		:30			NM	2	\$170.00

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$85.00			
N 20	WKRC	03/03/12	03/03/12	6a-8a Local 12 News Sat	7:00 AM-8:00 AM		:30			NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$85.00			
N 21	WKRC	03/03/12	03/03/12	Saturday Early Show	8-10a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$100.00			
N 22	WKRC	03/03/12	03/03/12	6pm Local 12 News Sat	6:00 PM-6:30 PM		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$100.00			
N 23	WKRC	03/03/12	03/03/12	Sat Reg 2	9:00 PM-10:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$300.00			
N 24	WKRC	03/03/12	03/03/12	Sat Reg 3	10:00 PM-11:00 PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$750.00			
N 25	WKRC	03/03/12	03/03/12	11p M-Su Local 12 News 11	11:00 PM-11:30 PM		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S-				2	\$1,000.00			
N 26	WKRC	03/04/12	03/04/12	CBS Sun Morn News	9:00 AM-9:30 AM		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$135.00			
N 27	WKRC	03/04/12	03/04/12	CBS Sun Morn News	9:30 AM-10:00 AM		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$135.00			
N 28	WKRC	03/04/12	03/04/12	CBS Sun Morn News	10:00 AM-10:30 AM		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$135.00			
N 29	WKRC	03/04/12	03/04/12	Face the Nation	10:30 AM-11:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$100.00			
N 30	WKRC	03/04/12	03/04/12	News makers	11:00 AM-11:30 AM		:30			NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$75.00			
N 31	WKRC	03/04/12	03/04/12	630p Local 12 News Sun	6:30 PM-7:00 PM		:30			NM	1	\$185.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$185.00			
N 32	WKRC	03/04/12	03/04/12	Sun Reg 1	7:00 PM-8:00 PM		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$1,800.00			
N 33	WKRC	03/04/12	03/04/12	Sun Reg 3	9:00 PM-10:00 PM		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$1,500.00			
N 34	WKRC	03/04/12	03/04/12	Sun Reg 4	10:00 PM-11:00 PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				1	\$750.00			
N 35	WKRC	03/04/12	03/04/12	11p M-Su Local 12 News 11	11:00 PM-11:35 PM		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	-----S				2	\$1,000.00			
N 36	WKRC	03/06/12	03/06/12	5a Good Morn Cincinnati	5:30 AM-6:00 AM		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				2	\$350.00			

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7755 /	09673343

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02/29/12 - 03/06/12	ROMNEY 4 PRESIDENT	87

Advertiser	Original Date / Revision
Romney/R/President	02/28/12 / 03/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 37	WKRC	03/06/12	03/06/12	5a Good Morn Cincinnati	6:00 AM-6:30 AM		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				2	\$350.00			
N 38	WKRC	03/06/12	03/06/12	6a Good Morn Cincinnati	6:30 AM-7:00 AM		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				2	\$350.00			
N 39	WKRC	03/06/12	03/06/12	CBS Morning News	7a-9a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				2	\$250.00			
N 40	WKRC	03/06/12	03/06/12	Local 12 News at Noon	12p-1230p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				1	\$350.00			
N 41	WKRC	03/06/12	03/06/12	Soap Rotator	1230p-2p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				1	\$450.00			
N 42	WKRC	03/06/12	03/06/12	The Talk	2p-3p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				1	\$300.00			
N 43	WKRC	03/06/12	03/06/12	4p Local 12 News at Four	4p-5p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				2	\$325.00			
N 44	WKRC	03/06/12	03/06/12	5p Local 12 News at Five	5:00 PM-5:30 PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		03/05/12	03/11/12	-T-----				1	\$650.00			
Totals											122	\$48,555.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/06/12	122	\$48,555.00	\$41,271.75
Totals	122	\$48,555.00	\$41,271.75

Signature: _____ **Date:** _____

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CONTRACT



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

And:

American Rambler Pro
138 Conant St.
Beverly, MA 01915

<u>Contract / Revision</u> 6854 /		<u>Alt Order #</u> 09670245
<u>Product</u> ROMNEY 4 PRESIDENT		
<u>Contract Dates</u> 02/14/12 - 02/28/12		<u>Estimate #</u> 83
<u>Advertiser</u> Romney/R/President		<u>Original Date / Revision</u> 02/23/12 / 03/01/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WKRC-TV	<u>Account Executive</u> Millennium Washingto	<u>Sales Office</u> Millennium
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WKRC	02/24/12	02/28/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$350.00			
N 2	WKRC	02/24/12	02/28/12	6a Good Morn Cincinnati	6:30 AM-7:00 AM		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$350.00			
N 3	WKRC	02/24/12	02/28/12	CBS Morning News	7:00 AM-8:00 AM		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$150.00			
N 4	WKRC	02/24/12	02/28/12	CBS Morning News	8:00 AM-9:00 AM		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$150.00			
N 5	WKRC	02/24/12	02/28/12	The Price is Right	11:00 AM-12:00 PM		:30			NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$275.00			
N 6	WKRC	02/24/12	02/28/12	Local 12 News at Noon	12:00 PM-12:30 PM		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$350.00			
N 7	WKRC	02/24/12	02/28/12	4p Local 12 News at Four	4:00 PM-4:30 PM		:30			NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$325.00			
N 8	WKRC	02/24/12	02/28/12	4p Local 12 News at Four	4:30 PM-5:00 PM		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$325.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WKRC	02/24/12-03/01/12	4p Local 12 News at Four	4:30 PM-5:00 PM	MTu---F----	:30		\$325.00	NM		
	Credited											
N 9	WKRC	02/24/12	02/28/12	5p Local 12 News at Five	5:00 PM-5:30 PM		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$450.00			
N 10	WKRC	02/24/12	02/28/12	5p Local 12 News at Five	5:30 PM-6:00 PM		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	02/24/12	03/01/12	MT--F--				3	\$500.00			
N 11	WKRC	02/24/12	02/28/12	6p Local 12 News at Six	6:00 PM-6:30 PM		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

Contract / Revision	Alt Order #
6854 /	09670245

Contract Dates	Product	Estimate #
02/14/12 - 02/28/12	ROMNEY 4 PRESIDENT	83

Advertiser	Original Date / Revision
Romney/R/President	02/23/12 / 03/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/12	03/01/12	MT--F--				3	\$550.00			
N 12	WKRC	02/24/12	02/28/12	M-F 7p-730p	7:00 PM-7:30 PM		:30			NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/12	03/01/12	MT--F--				3	\$250.00			
N 13	WKRC	02/24/12	02/28/12	M-F 730p-8p	7:30 PM-8:00 PM		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/12	03/01/12	MT--F--				3	\$300.00			
N 14	WKRC	02/24/12	02/28/12	11p M-F Local 12 News 11	11:00 PM-11:35 PM		:30			NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/24/12	03/01/12	MT--F--				3	\$1,000.00			
D 15	WKRC	02/27/12	02/27/12	Mon Reg 2	9:00 PM-10:00 PM		:30			NM	0	\$0.00
N 16	WKRC	02/27/12	02/27/12	Mon Reg 3	10:00 PM-11:00 PM		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/27/12	03/04/12	M-----				1	\$1,100.00			
D 17	WKRC	02/21/12	02/21/12	Tue Reg 1	8:00 PM-9:00 PM		:30			NM	0	\$0.00
D 18	WKRC	02/21/12	02/21/12	Tue Reg 2	9:00 PM-10:00 PM		:30			NM	0	\$0.00
N 19	WKRC	02/24/12	02/24/12	Fri Reg 1	8:00 PM-9:00 PM		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----F--				1	\$800.00			
N 20	WKRC	02/24/12	02/24/12	Fri Reg 2	9:00 PM-10:00 PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----F--				1	\$750.00			
N 21	WKRC	02/24/12	02/24/12	Fri Reg 3	10:00 PM-11:00 PM		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	----F--				1	\$1,400.00			
N 22	WKRC	02/25/12	02/25/12	6a-8a Local 12 News Sat	6:00 AM-7:00 AM		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$85.00			
N 23	WKRC	02/25/12	02/25/12	6a-8a Local 12 News Sat	7:00 AM-8:00 AM		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$85.00			
N 24	WKRC	02/25/12	02/25/12	Saturday Early Show	8:00 AM-10:00 AM		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$100.00			
N 25	WKRC	02/25/12	02/25/12	6pm Local 12 News Sat	6:00 PM-6:30 PM		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$100.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WKRC	02/20/12-02/26/12	6pm Local 12 News Sat	6:00 PM-6:30 PM	-----Sa--	:30	\$100.00	NM		
Credited												
N 26	WKRC	02/25/12	02/25/12	Sat Reg 2	9:00 PM-10:00 PM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$300.00			
N 27	WKRC	02/25/12	02/25/12	Sat Reg 3	10:00 PM-11:00 PM		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$750.00			
N 28	WKRC	02/25/12	02/25/12	11p M-Su Local 12 News 11	11:00 PM-11:30 PM		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		02/20/12	02/26/12	-----S-				1	\$1,000.00			
N 29	WKRC	02/26/12	02/26/12	CBS Sun Morn News	9:00 AM-9:30 AM		:30			NM	1	\$135.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Contract / Revision	Alt Order #
6854 /	09670245

Contract Dates	Product	Estimate #
02/14/12 - 02/28/12	ROMNEY 4 PRESIDENT	83

Advertiser	Original Date / Revision
Romney/R/President	02/23/12 / 03/01/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$135.00												
N 30	WKRC	02/26/12	02/26/12	CBS Sun Morn News	9:30 AM-10:00 AM		:30			NM	1	\$135.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$135.00												
N 31	WKRC	02/26/12	02/26/12	CBS Sun Morn News	10:00 AM-10:30 AM		:30			NM	1	\$135.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$135.00												
N 32	WKRC	02/26/12	02/26/12	Face the Nation	10:30 AM-11:00 AM		:30			NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$100.00												
N 33	WKRC	02/26/12	02/26/12	Newsmakers	11:00 AM-11:30 AM		:30			NM	1	\$75.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$75.00												
N 34	WKRC	02/26/12	02/26/12	630p Local 12 News Sun	6:30 PM-7:00 PM		:30			NM	1	\$185.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$185.00												
N 35	WKRC	02/26/12	02/26/12	Sun Reg 1	7:00 PM-8:00 PM		:30			NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$1,800.00												
N 36	WKRC	02/26/12	02/26/12	Sun Reg 3	9:00 PM-10:00 PM		:30			NM	1	\$1,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$1,500.00												
N 37	WKRC	02/26/12	02/26/12	Sun Reg 4	10:00 PM-11:00 PM		:30			NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$750.00												
N 38	WKRC	02/26/12	02/26/12	11p M-Su Local 12 News 11	11:00 PM-11:35 PM		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/20/12 02/26/12 -----S 1 \$1,000.00												
N 39	WKRC	02/28/12	02/28/12	Tue Reg 1	8p-9p		:30			NM	1	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -T----- 1 \$3,200.00												
N 40	WKRC	02/28/12	02/28/12	Tue Reg 2	9p-10p		:30			NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 02/27/12 03/04/12 -T----- 1 \$1,000.00												
Totals											63	\$32,035.00

Time Period	# of Spots	Gross Amount	Net Amount
01/30/12 - 02/26/12	33	\$16,410.00	\$13,948.50
02/27/12 - 02/28/12	30	\$15,625.00	\$13,281.25
Totals	63	\$32,035.00	\$27,229.75

Signature: _____ **Date:** _____

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